



The New Millinery Modes Simply Emphasize

—the paramount importance of feminine footwear fashions. In the days when millinery modes were supreme, milady added quantity to her hat trimmings with the hope of attaining quality effect.

Nowadays, millinery is simpler in design and trimming—and the effect is decidedly improved.



Shoes for Women

—owe their greatest charm to this season's predominating effect—simplicity. Time was when footwear designers went to extremes until laws were passed prohibiting the length of the tips of shoes extending beyond the foot over a certain number of inches.

Simplicity is art in its highest form, and is readily recognizable as such in this Spring's showing of LA FRANCE models.

There is no need to talk of LA FRANCE economy in these days of soaring prices

The \$6 to \$12 Prices Speak for Themselves

—and LA FRANCE quality does not end with style and finish, but is evidenced in the materials and in the workmanship throughout.

Two reputations accompany every pair of LA FRANCE Shoes sold in Washington—the manufacturer's reputation and BERBERICH'S reputation—and it has been seen to that these reputations are maintained.

Berberich's

1116-22 Seventh St.

813 Penna. Ave.

Washington's Largest and Most Progressive Shoe House—Established 1868